

ADMIRAL DEWEY STORE CARDS AND RELATED ITEMS

by David E. Schenkman



TAMS Journal 49:4(2)



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MARBLE HALL,
 THE
 Largest and Only Exclusive
 One-Price Clothiers
 IN
JAMESTOWN, N. Y.
 43 MAIN STREET.

ADMIRAL DEWEY STORE CARDS AND RELATED ITEMS

by David E. Schenkman

**THE TOKEN AND MEDAL SOCIETY
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TAMS Journal 49:4(2)

INTRODUCTION

ADMIRAL DEWEY STORE CARDS AND RELATED ITEMS

George Dewey holds a unique position in the annals of American numismatics. Although the total output of tokens and medals honoring George Washington and Abraham Lincoln (and possibly others) is higher than that for Dewey, the issuance of those pieces was spread out over a period of many decades. Practically all of the pieces relating to Dewey were issued during a period of less than three years.



On 1 May 1898, shortly after the declaration of war between the United States and Spain, Admiral Dewey, a relatively unknown naval officer, sailed into Manila Bay and launched an attack against the Spanish. Within six hours his ships captured or sunk the entire Spanish Pacific fleet, without the loss of a single American.

Following his victory, Admiral Dewey returned to the United States. He was, indeed, the hero of the day. There were celebrations, receptions, and parades in many cities, all honoring the "man of the hour." Anything and everything possible was created bearing his image, including bars of soap, furniture, china, mantle clocks, trade cards and other advertising items, pinback buttons, silver spoons, and toys. And, of course, there were tokens and medals.

Dewey cards were collected practically from the time they were issued, along with other tokens of the era Benjamin P. Wright's catalog, *American Business Tokens*, which was published in the pages of *The Numismatist* between January of 1898 and December of 1901, included five Dewey tokens: Dakins Business Institute, Hopkins Co., Kirkmans Borax Soap, Syracuse Chilled Plow Co., and Union Clothing Co. Interestingly, all are New York merchants and three of the five are from Syracuse.

The first catalog of Dewey store cards appeared in the March 1939 issue of *The Numismatist* just forty years after Dewey's triumphant return to the United States in 1899. Written by William Dewey, a descendent of the famous admiral, it described eighteen pieces. In 1972, again in *The Numismatist*, an expanded catalog was published. That effort, which was compiled by William Dewey, George Fuld, and Arlic Slabaugh, is referred to simply as DFS in this catalog. Listings of many Dewey store cards are also found in Russell Rulau's *Standard Catalog of United States Tokens 1700-1900* (now in its 4th edition).

One of the dilemmas facing anyone attempting to catalog a series of tokens is deciding what to include and what to leave out. In the case of Admiral Dewey store cards the cataloger is faced with an especially daunting task, since many of the items previously cataloged by Dewey, Fuld, and Slabaugh do not belong, in the view of some collectors. In the first place, quite a few of the tokens were issued holed. The intent was that they be worn on a lapel, suspended from a ribbon, as a statement of one's patriotism and to honor the hero, Admiral Dewey.



This metal-rimmed celluloid piece with a revolving reverse provided the owner with a schedule for the September, 1899 events honoring Admiral Dewey's visit to New York City.

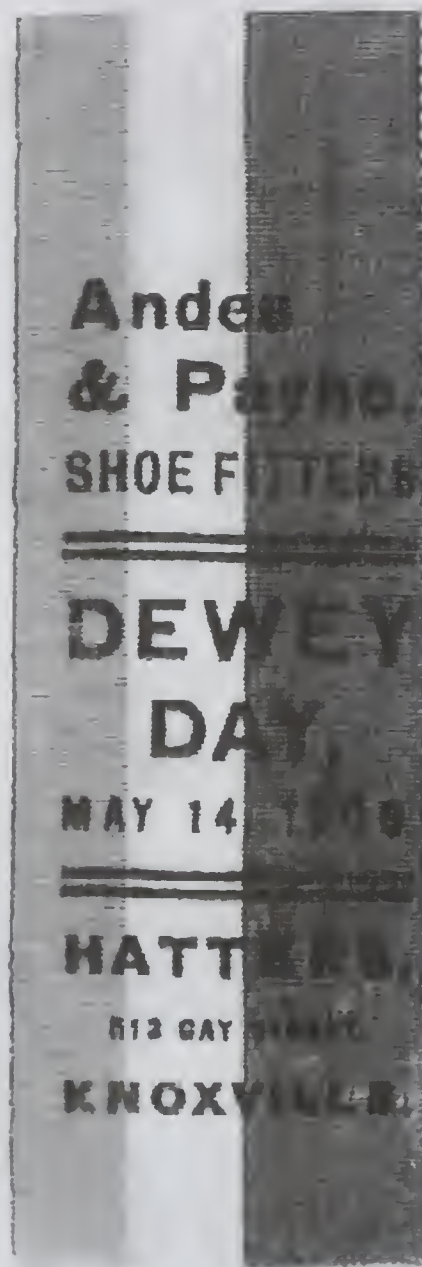
Other tokens in the series are never found holed. And one piece, issued by a merchant in Columbus, Ohio, is found both holed and unholed.

These holed tokens were obviously also intended as advertising items, and for that reason they unquestionably qualify as store cards. So far so good. But what of tokens such as those issued in 1899 for the Iowa State Fair and the Greater America Exposition, held in Omaha, Nebraska? Are they store cards or merely souvenirs of those events? They are included in the 1972 *The Numismatist* catalog with the comment that they "appear to have been intended primarily as advertising items."

The Iowa State Fair piece fits in the series very nicely, due to its size and appearance. On the other hand,



The Philadelphia Press issued this unusual advertising card, which is nearly 4" in diameter. The reverse pictures President McKinley in the center, with Dewey, Sampson, Schley, Miles, Shafter, and Hobson around.



Andes & Payne, shoe fitters and hatters, issued this ribbon for Dewey's May, 1900 visit to Knoxville, Tennessee.

the Omaha token is only 18mm, which is quite a bit smaller than any of the other cards listed by DFS. It is listed here because of its inclusion in the DFS catalog. Rulau also lists a couple of 18mm tokens. They are included in this catalog as well, and, I've added a few more 18mm tokens which are similar in style and usage. Undoubtedly there are others.

And, what about the celluloid items issued by Time Souvenir Company and World Time Company of New York City? They were all issued for advertising purposes, even though the Time Souvenir piece is found holed and suspended from a ribbon with a top bar reading "Souvenir." The World Time pieces are not holed.

Finally, there are the two large pieces produced by James Murdock, Jr., the well known Cincinnati die sinker, one of which advertises Murdock's business and the other issued by the Samuel Ward Company of Boston. These could be argued either way. Certainly they are nothing like what most collectors consider store cards. And, on the surface, because of their large size and the fact that they are suspended from pinback hangers, they certainly don't seem to qualify. However, they do advertise merchants. And, as mentioned above, other pieces in the series were issued holed, to be suspended from ribbons or pinbacks.

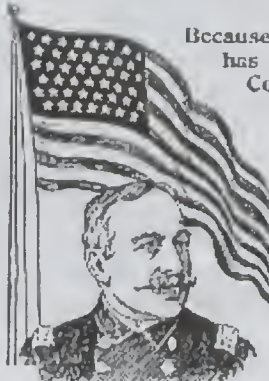
The Murdock pieces have been variously referred to as hanging badges, shell badges, pinbacks, and medallions. On the obverse inscription of the Samuel Ward piece, it is referred to as a badge. However, on Murdock's own piece it is called a "bronze medallion."

Items similar to the Dewey pieces were made by Murdock as presidential campaign items for William McKinley. Lot 251 of the May 1997 Presidential Coin and Antique Company sale lists one such badge. It has an embossed bust of McKinley on one side. The other side is printed cardboard which informs the reader that "The first requisite of an advertisement is to be seen. The second is to indicate its purpose at sight. Send your advertising to us and we will cover these points as effectively as does this badge. J. Walter Thompson Co. Times Building New York"

The Dewey badges certainly should be considered advertising items. William Dewey included the Samuel Ward Company piece in his 1939 catalog, with the comment that "this token easily wins all laurels for originality and size in this series. A card of this character must have received a genuine reception at the hands of those who follow the spectacular. Made to wear upon the person, this badge might easily be identified a hundred or more feet from the wearer." In the later DFS work it was excluded, "since it is more of a street badge to attach to the clothing than as an advertisement."

A Conundrum

Why is a
Carpenter Organ
like Admiral Dewey?



**Because It comes from Vermont,
has conquered the War of
Competition and is the best
of its kind.**

Admiral Dewey won his greatest honors at Manila Bay. The Carpenter Organ won highest honors at the World's Fair, Chicago, 1893; Edinburgh, Scotland, 1899; Atlanta, Ga., 1884.

If you want the best, you must buy a Carpenter.

Warranted for eight years.
\$28 to \$202, cash or easy payments.

It's worth examining. Call and see it or write us about it.

E. P. CARPENTER COMPANY
Brattleboro, Vermont, U. S. A.
Or our Representatives

Throughout the country, numerous merchants circulated trade cards honoring Admiral Dewey and, of course, promoting their business or product.

Some collectors will undoubtedly question my decision to include items such as those mentioned above in this catalog. My feeling is that each of us must decide what fits into his collection and what does not. By including them herein, at least the reader will be aware of their existence.

It should be noted that although the subject matter of this catalog is Admiral Dewey, I have considered the side of the token with the merchant or company advertising on it to be the obverse. Thus, the side depicting Admiral Dewey will, in most cases, be the reverse (the only tokens with Dewey's bust on the obverse are Kann's of Washington, D.C.; the Trans-Mississippi and International Exposition token of Omaha, Nebraska; and the Wm. Vetter tokens of Cincinnati, Ohio).

The catalog which follows is arranged in alphabetical order by state, and within the state by town and then by merchant. The first line (or lines) of each listing is the exact obverse description of that token. The next line (or lines) is indented, and is the exact reverse description. The last line gives the catalog designation, the metal, and the



By the way

Spain got knocked out by "Uncle Sam" at Manila, one Dewey morning, and at Santiago, and Corbett was knocked out when they gave him "Fitz," and We Give EVERYBODY FITS, AND HAVE KNOCKED OUT HIGH PRICES IN

CLOTHING.
Hats, Caps, Gents' Furnishings,
TRUNKS, BAGS, BOOTS, SHOES AND RUBBERS,

By a Vigorous Bombardment all Along the Line, and we intend to continue the attack UNTIL WE CAPTURE THE CITY. "VOLUNTEERS" are flocking to our Headquarters Daily, delighted with the liberality of our terms and the fine quality of the supplies we issue. If you don't "Catch on" you'll lose the Best "Catch" of the season, at **LOTHROPS, FARNHAM & CO.'S**
SOMERSWORTH, N. H. STORES ALSO AT **DOVER and ROCHESTER.**

N. B. We make a Specialty of FINE AND MEDIUM FOOTWEAR at Our Shoe Departments at the **DOVER AND ROCHESTER STORES.**

D. L. Milliken, Advertising Novelty, Malden, Mass.

During the late 1890s the D.L. Milliken Advertising Novelty Company of Malden, Massachusetts produced advertising notes for numerous merchants in New England. This one, issued by a company in New Hampshire, has a clever patriotic inscription on the advertising side and Milliken's popular "Patriots' Bank" design on the other.

size of the token. If it is holed or has a reeded edge, that is so indicated. And, if the piece is listed in the Rulau and/or *The Numismatist* catalogs, those references are given as Rulau or DFS (Dewey-Fuld-Slabaugh) numbers.

On the last line I have also given my opinion of that token's rarity, as follows: Common, Scarc, Very Scarc, or Rare. I have not attempted to quantify these designations; they are merely given to help collectors assess the relative merits of each piece. Suffice it to say that a "Common" token should not be difficult to locate. At the other end of the spectrum, not more than a few examples of a token designated "Rare" are known to me.

Below the description lines are comments relating to the token and brief historical notations (when such information could be located) concerning the issuing company or merchant. The historical data has been gleaned from a search through city directories, R. G. Dun and Company Mercantile Agency reference books, Bradstreet directories, and, of course, Internet searches. When known, the period during which a business operated is included. These dates are not necessarily the only years the merchant was in business, but merely the periods of time that have been documented.

Following the catalog is an alphabetical index by merchant or company name. This will facilitate locating any token in the catalog, and might also serve the collector as a convenient check list.

Catalogs such as this are never complete, and I feel certain that previously unknown Admiral Dewey tokens will be discovered over time. This is part of the

fascination of collecting. Those wishing to report unlisted tokens may contact me by email at dave@turtlehillbanjo.com.



This brass store card was listed by DFS as number S-2. It is not included in this catalog since it doesn't bear a portrait of Admiral Dewey. Nonetheless, it is an interesting related item.

CATALOG OF STORE CARDS

SAN FRANCISCO AND LOS ANGELES, CALIFORNIA



GOOD FOR / 5 CENTS / IN TRADE / PITTS'G ALUM. CO / 1028 MARKET ST / SAN FRANCISCO / 138 SO. SPRING ST. LOS ANGELES CAL.

MANILA MAY 1ST 98. / (bust of Dewey with head facing right) / ADMIRAL DEWEY

CA-5 aluminum, 29mm (DFS 25; Rulau Sfo 55) **Rare**

HARTFORD, CONNECTICUT



GOOD FOR / 5c (tiny date "1900" within the curl of the "5") / ON ANY PURCHASE / MADE AT / E. M. WEBB'S / 442 ASYLUM ST. / HARTFORD, CT.

OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

CT-5 aluminum, 30mm (DFS unlisted; Rulau Har 20) **Rare**

A 1916 directory lists E. M. Webb as a shoe dealer and repairer, at 14½ Church Street.

TORRINGTON, CONNECTICUT

GOOD FOR / 50c / ON \$10.00 CASH PURCHASE / MADE AT / MEARA BROS. & CO. / CLOTHIERS / MEARA BLOCK / TORRINGTON

OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

CT-10 aluminum, 30mm (DFS 20; Rulau unlisted) **Rare**

This company was still operating in 1916.

WASHINGTON, D.C.



NATIONAL PEACE JUBILEE / (dove of peace flying to right over the Capitol building) / WASHINGTON D.C. / MAY 23. 24. 25 / 1899.

DC-5 NATIONAL PEACE JUBILEE 1899 / (bust of Dewey facing right) / DEWEY
brass, 18mm, holed at top (Rulau Was 31) **Scarce**

This was issued suspended either from a rectangular pinback with the word SOUVENIR at the top, or from a stickpin in the shape of an eagle with wings spread.

NATIONAL PEACE JUBILEE / (dove of peace flying to left over the Capitol building) / WASHINGTON D.C. / MAY 23. 24. 25 / 1899

DC-6 NATIONAL PEACE JUBILEE 1899 / (bust of Dewey facing right) / DEWEY
brass, 18mm, holed at top **Very Scarce**

This variety is found suspended from a stickpin in the shape of an eagle with wings spread.

Other medals and badges emanated from the May 1899 Peace Jubilee which was held in Washington, D.C. A 38mm medal with a bust of Dewey is listed by Rulau as Was 32.

WASHINGTON, D.C. AND BALTIMORE, MARYLAND



KANN'S BUSY CORNER / (bust of Dewey with head facing right) / 1899 / ADMIRAL GEORGE DEWEY (die sinker's signature. W. & H. CO. NEWARK. N.J., in tiny letters at bottom)

DC-10 DEPARTMENT STORES / (ship steaming right) / OLYMPIA
gilt brass, 32mm (DFS 15; Rulau Mav A67) **Scarce**

Solomon Kann went in business in 1859, opening a department store on South Broadway Street in Baltimore. His three sons (Louis, Sigmund, and Simon) became involved in the enterprise, and eventually the name was changed to S. Kann's Sons & Company. In the early 1890s a second store was opened, on Pennsylvania Avenue at the corner of 8th Street N.W. in Washington, D.C. The stores were generally referred to by customers simply as Kann's Department Store. In 1905 the Baltimore establishment was sold, but the Kann family continued to run the Washington store for many years.

Since the wording on the token is "STORES" it is logical to assume that the token was used to advertise both locations

CANTON, ILLINOIS



ONE / OF THESE IS WORTH / 25c / ON EVERY \$5 PURCHASE / AT / DAVE & DICK'S
(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) /
ADMIRAL GEORGE DEWEY.

IL-5 brass, 32mm (unlisted) **Rare**

This clothing and men's furnishings store operated until the 1940s, and possibly later. Dave and Dick's issued another token having the same "good for" obverse but with a bust of George Washington on the reverse. On this token, the town and state name appear beneath the bust. Thanks to Tom Wall, who provided the attribution

CHICAGO, ILLINOIS



TESTIMONIAL SOUVENIR / AMERICA'S GREATEST REMEDIES / DR. KING'S / NEW DISCOVERY / FOR /
CONSUMPTION / ELECTRIC BITTERS / FOR / THE BLOOD AND NERVES / COMPLIMENTS / OF / H. E.
BUCKLEN & CO. CHICAGO.

ADMIRAL DEWEY / (bust of Dewey with head facing right)

IL-10a brass, 38mm (unlisted) **Rare**

IL-10b brass, reeded edge, 38mm (DFS 4; Rulau Chi 21 and 21A) **Very Scarce**

Rulau lists this piece in brass and gilt copper. He also duplicates the listing as Chi C99. All examples that I have examined have been brass.

The two varieties listed above were struck with slightly different obverse dies. On IL-10a there is no line at each side of the first word "For." The line under "Nerves" on IL-10a touches the period after "Chicago," while on IL-10b it is further away. And, IL-10a has a plain edge while on IL-10b the edge is reeded.



As the token's inscription suggests, Bucklen promoted patent medicines. In addition to his Electric Bitters for "coughs, colds and all lung troubles," he offered Dr. Kings New Life Pills, Dr. Kings New Discovery for Consumption, and Bucklen's Arnica Salve Compound. The company, which was located at 275-277 Michigan Avenue in Chicago (until about 1914, when it relocated to St. Louis), offered a 32 page booklet titled *Dr. King's Guide to Health Household Instructor, and Family Prize Cookbook* for ten cents. It included glowing testimonial letters from satisfied customers, plus medical advice, descriptions of the company's products, cooking recipes, and a potpourri of other "useful" information. The trade card illustrated above is from the collection of Ben Swanson.



CHICAGO FALL FESTIVAL / (building in center; OCT. to left, 4-11 to right, and FEDERAL BUILDING in small letters below) / 1899 / CORNER STONE LAYING

ADMIRAL GEORGE W. DEWEY / (bust of Dewey with head facing right)

IL-15 brass, 36mm, holed at top (DFS 6) Scarce

This piece was issued suspended from a red, white, and blue striped ribbon and a brass top pinback bar with the word SOUVENIR across it.

One of the many dignitaries who attended the 1899 Chicago Fall Festival was Mexican Vice President Ignacio Mariscal, who assisted William McKinley in laying the cornerstone for the new Federal Building. The purpose of Mariscal's visit was to promote business relationships between Mexico and Illinois.



LOOK FOR US ONLY AT / COR. CLARK & LAKE STS. / LARGEST & BEST LINE / OF SUITS (in two lines, to left of denomination) \$1000 AND OVERCOATS (in two lines to right) / U.S. / GRIESHEIMER & CO (name in script) (bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

IL-20 gilted brass, 32mm (DFS 9; Rulau Chi 70 & 71) **Scarce**

This clothing business, which was owned by Morris Griesheimer and W. B. Tutcuier, operated on the southeast corner of Clark and Lake streets under the name Griesheimer and Company. Strangely enough, during the same time, Morris Griesheimer and a man by the name of Louis Strauss were partners in another clothing store which was located on the northeast corner of Clark and Lake streets. This business operated as M. Griesheimer and Company.



FRED / GRIESHEIMER. (in script) / CLOTHIER. / STATE ST. COR. JACKSON BLVD. / 1899
CHICAGO AUTUMN FESTIVAL / (bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

IL-25 gilted brass, 32mm (DFS 10; Rulau Chi 72 & 73) **Scarce**

Joseph Schmidt, in "19th Century Illinois Exonumia" (published in December 1977 as a *TAMS Journal* supplement) lists this token, and the token of Griesheimer & Co. cataloged above, in both gilt and gilt copper. I assume these tokens were only struck in gilted brass, and that Rulau's catalog numbers Chi 70 and Chi 72 were based, in error, on the Schmidt listings.



C. H. HANSON / ENGRAVERS / MEDALISTS / STEEL STAMPS / STENCILS / RUBBER STAMPS / NAME PLATES / BURNING BRANDS / & CT. & CT. / TELEPHONE M.1564 / 44 CLARK ST. CHICAGO.

ADMIRAL DEWEY / (bust of Dewey with head facing right)

IL-30 aluminum, 38mm (DFS 11; Rulau unlisted) **Rare**

Founded in 1866 by Christian H. Hanson, this firm became a leading manufacturer of tokens, medals, badges, etc. An 1883 business directory gives the firm's address as 36-38 Clark Street. By the late 1890s they had either relocated to 44 Clark Street, the address on the token, or their previous location had been renumbered. The company is still in business, but no longer produces numismatic items. Headquartered in Naperville, Illinois, its primary activity is commercial printing.

Hanson's Dewey die was utilized, not only in the production of store cards for other merchants, but also for various tokens and badges issued to commemorate events honoring the admiral.



CHICAGO (clasped hands) OMAHA. / OCTOBER 1ST. 1898 / (building; below it, a battle axe within a wreath; ALTERA to left and MERCES to right) / McLAIN BROS & CO. CHICAGO / EXCURSION VIA C. M. & ST. P. RY.
ADMIRAL DEWEY / (bust of Dewey with head facing right)

IL-35 brass, reeded edge, 38mm (DFS 19; Rulau Chi 106) **Rare**

Albert O. and Charles R. McLain, owners of the commission brokerage firm bearing their name, were expelled from the Chicago Board of Trade in June 1900 for "bucket trading" (this term is used to define certain illegal practices by stockbrokers, such as defrauding customers by taking orders but not executing them immediately). Ten years later Charles was living in Canon, Colorado and working as a real estate agent, and by 1920 he was living in Denver and once again making a living as a stockbroker.

The initials on the token are for Chicago Milwaukee & St. Paul Railway, per Rulau, who comments "McLain Bros. apparently arranged an 'Admiral Dewey Excursion' by rail from Chicago to Omaha. The building depicted appears to be Chicago's famed Union Station."

NATIONAL PEACE JUBILEE 1898 / (bust of Dewey with head facing right) / DEWEY
HOW WE REMEMBERED THE MAINE / (ship in center)

IL-40 brass, 18mm, holed at top **Very Scarce**

This piece is found suspended from a stickpin in the shape of an eagle with wings spread, with a bowtie shaped red, white, and blue ribbon behind it. It, and the 18mm tokens from the 1899 Washington, D.C. National Peace Jubilee, are discussed in an article by O. L. Wallis and William S. Dewey which was published in the March 1989 issue of the *TAMS Journal*. As these authors point out, although the location isn't given on the token, Chicago was the only city that held a National Peace Jubilee in 1898. The event opened on October 16th. Other, larger medalets were issued in celebration of the Jubilee.

BOONE, IOWA



REMEMBER THE MINT / GOOD FOR / 10c (denomination is within a large cent sign) / BOONE, IOWA.
ADMIRAL DEWEY / (bust of Dewey with head facing right)

IA-5 aluminum, 38mm (unlisted) **Rare**

“Remember The Mint” is a clever play on the popular patriotic slogan of the era, “Remember The Maine.”

Located at 820 Keeler Street, The Mint is listed as a saloon in the 1898 through 1902 Boone city directories. The establishment was owned by P. J. Hurley. An advertisement in the 1900-1901 directory states, “The Mint, Agent for I. W. Harper, Kentucky Whiskeys, Case, Jug and Bottle a specialty.”

DES MOINES, IOWA



SOUVENIR / OF / IOWA STATE FAIR / AUG. 25TH TO SEPT. 2^D / 1899 (die sinker's signature, W. & H. CO.
NEWARK, N.J., in tiny letters at bottom)
(bust of Dewey with head facing right) / ADMIRAL GEORGE DEWEY.

IA-10 brass, 28mm, holed at top (DFS 14) **Scarce**

The Iowa State Fair was first held in 1854, and since 1978 its location has been Des Moines. It has been the inspiration for three motion pictures and a Broadway musical. At the 1908 fair Amelia Earhart first laid eyes on an airplane. Over the years it has grown to become one of the largest and best known events of its type in the country, and in 2004 there were more than six hundred exhibitors and concessions. The attendance that year numbered over a million people.

MUSCATINE, IOWA



COMPLIMENTS / OF / M. N. BOND, / DEALER IN / HARDWARE / BICYCLES / ETC. / MUSCATINE, IOWA.
ADMIRAL DEWEY / (bust of Dewey with head facing right)

IA-15 aluminum, 38mm (unlisted) **Rare**

An 1899 directory gives Bond's business address as 323-325 W. Second Street. In addition to being listed as a dealer in bicycles, he is listed in the following categories: Copper, Tin and Sheet Iron Workers; Guns and Ammunition; Hardware and Cutlery; Iron, Nails and Steel; Paints, Oils and Glass; Sporting Goods; Stencils and Steel Stamps; Stoves and Tinware; and Tools.

NEW ORLEANS, LOUISIANA



MARDI GRAS / (dancing jester; 19 to left and 00 to right) / NEW ORLEANS
(bust of Dewey with head facing right) / ADMIRAL DEWEY

LA-5 brass, 18mm, holed at top (Rulau Nor A9) **Very Scarce**

The history of this famous carnival can be traced back to the eighteenth century in New Orleans.

BALTIMORE, MARYLAND (also see Washington, D.C.)



COMPLIMENTS / OF THE / PATENT / RECORD / BALTIMORE, / MD.

OUR / CHOICE / FOR PRESIDENT / (bust of Dewey with head facing left)

MD-5 aluminum, shield shape, 23x28mm, holed at top (unlisted **Rare**)

Because of Admiral Dewey's popularity following his decisive 1898 naval victory at Manila Bay, some considered him to be an ideal candidate for the 1900 presidential campaign. Although he never entered the race, this numismatic memento of the possibility exists. It was issued with a long stickpin attached.

The *Patent Record*, a monthly magazine, was a venture of Victor Justice Evans, a patent attorney whose office was located in Washington, D.C. Evans, who was in business from 1898 to 1931, advertised his services extensively in various magazines such as *Popular Mechanics*. His practice was obviously very successful, and he had branch offices in Chicago, New York, Philadelphia, Pittsburgh, and San Francisco

ATTLEBORO, MASSACHUSETTS



EDWIN A. FARGO & CO. / ALUMINUM / NOVELTIES / ATTLEBORO, / MASS.

OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

MA-5 aluminum, 30mm (unlisted) **Rare**

Edwin A. Fargo was a resident of Bristol, Massachusetts. A 1924 Attleboro directory lists him as a jeweler.

BOSTON, MASSACHUSETTS



OYAMA WHISKY / BEST / OF ALL / M. F. ARMSTRONG / & CO. / 104 CANAL ST. / BOSTON.
OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

MA-10 aluminum, 30mm (DFS unlisted; Rulau Bos 3) **Rare**

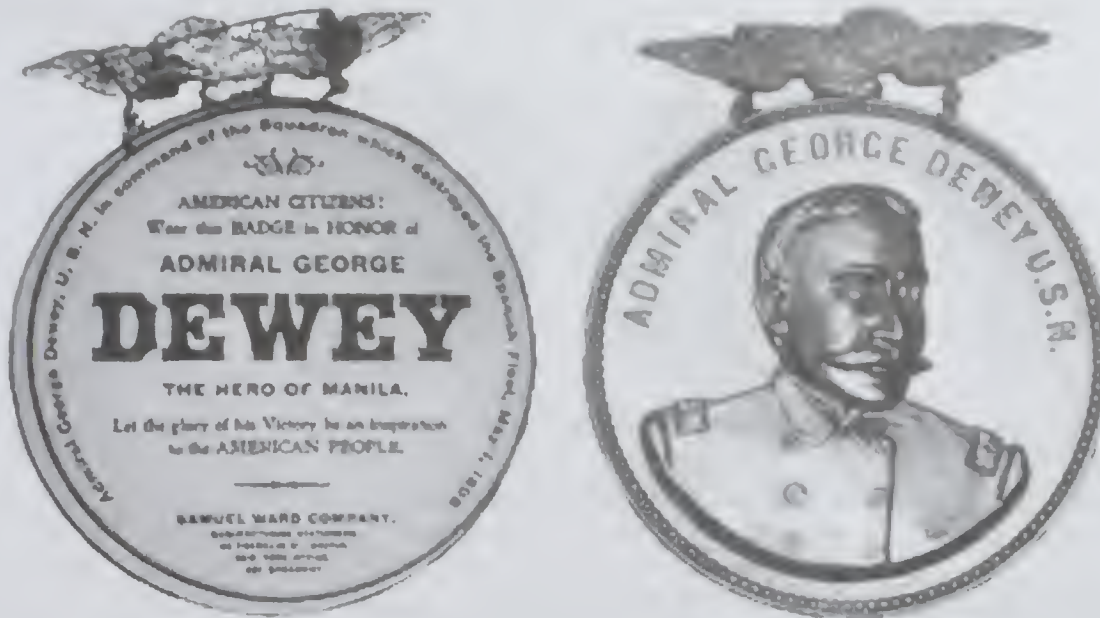
A listing for M. F. Armstrong & Company appears in a 1900 Boston directory. "Oyama" was one of many brand names owned by N. M. Uri and Company, operators of the International Distillery in Louisville, Kentucky.



GOOD FOR / 5¢ / ON ANY PURCHASE / MADE AT / FANEUIL HALL CHOP HOUSE / 2 & 4 FANEUIL HALL SQ.
OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

MA-15 aluminum, 30mm (unlisted) **Rare**

Patterned after an English country market and bankrolled by Peter Faneuil, a wealthy Boston merchant, Faneuil Hall was built in the early 1740s. It was occupied by a variety of merchants, dealers in produce, etc. The building burned to the ground in 1761 but was rebuilt the following year. In 1806 its size was doubled, and a third floor added. Today the building, which is now a National Historic Landmark, serves as a marketplace and meeting hall. The Faneuil Hall Chop House was undoubtedly an eating and drinking establishment in the area.



ADMIRAL GEORGE DEWEY, U.S.N. IN COMMAND OF THE SQUADRON WHICH DESTROYED THE SPANISH FLEET, MAY 1, 1898 / AMERICAN CITIZENS! / WEAR THIS BADGE IN HONOR OF / ADMIRAL GEORGE / DEWEY / THE HERO OF MANILA. / LET THE GLORY OF HIS VICTORY BE AN INSPIRATION / TO THE AMERICAN PEOPLE. SAMUEL WARD COMPANY, / MANUFACTURING STATIONERS, / 49 FRANKLIN ST., BOSTON. / NEW YORK OFFICE, / 621 BROADWAY.

ADMIRAL GEORGE DEWEY U.S.N. / (bust of Dewey facing right) / JAS MURDOCK JR. CIN'TI O.
(manufacturer's signature in small letters beneath bust)

MA-20 cardboard obverse with printed inscription, embossed brass reverse, 128mm **Very Scarce**

This embossed shell card was issued suspended from a brass pinback in the shape of an eagle with wings spread.

An 1889 book and stationery trade directory gives the address of Samuel Ward Company, Incorporated as 184 Devonshire Street in Boston. Evidently the company expanded to New York sometime during the next nine years. The business is described as a wholesale and retail manufacturer, stationer, blank book maker, bookseller, envelope manufacturer, and manufacturer of ink.

Dewey attained the rank of Admiral on 8 March 1899, so it is logical to assume that this piece was issued after that date. On the similar piece issued by Murdock to advertise his own business, Dewey's rank is shown as "Rear Admiral," so it was no doubt issued somewhat earlier.

BRIDGEWATER, MASSACHUSETTS



EAGLE COTTON GIN / (eagle facing right with wings outspread) / BRIDGEWATER, MASS (die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters at bottom)

(bust of Dewey with head facing right) / ADMIRAL GEORGE DEWEY.

MA-25 gilted brass, 28mm, holed at top (DFS 8; Rulau unlisted) **Rare**

This firm was established in 1816, as Carver, Washburn & Company. It was succeeded by Bates, Hyde & Company in 1852, and in 1877 was incorporated as the Eagle Cotton Gin Company. The firm merged with other companies in 1899, under the name Continental Gin Company.

BAY CITY, MICHIGAN



NATIONAL PROTECTIVE / SOCIETY / BAY CITY, MICH.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

MI-5 gilted brass, 29mm (DFS 22; Rulau unlisted) **Very Scarce**

This casualty insurance company was established in 1894 by David E. Thomas. Ten years later it was reorganized as the National Casualty Company. Per DFS, the secretary of the company was Franklin Smith Dewey, "a third cousin to Admiral Dewey, which probably accounts for the issuance of this card...."

ST. LOUIS, MISSOURI



OUR CHOICE / CHARTER / OAK / STOVES / AND RANGES

"OUR HERO" / (bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

MO-5 gilted brass, 32mm, holed at top (DFS 5; Rulau unlisted) **Very Scarce**

The Excelsior Stove Company was established by Giles Filley in 1849. Sixteen years later the company was incorporated as the Excelsior Manufacturing Company, and in 1895 it was reorganized as Charter Oak Stove and Range Company. During that time the business was located at 612-618 North Main Street in St. Louis.

In addition to Charter Oak stoves, which were produced until 1949, the company also manufactured stove accessories, cast iron cookware, and various other products.



In addition to tokens, Excelsior Manufacturing Company issued trade cards such as this to advertise Charter Oak Stoves.

OMAHA, NEBRASKA



GREATER AMERICA / EXPOSITION / (U.S. Government exposition building, with globes to left and right and crossed flags in front) / OMAHA 1899

HERO OF MANILA / (bust of Dewey with head facing right) / ADMIRAL GEO. DEWEY

NE-5 brass, 18mm, holed at top (DFS 23) **Very Scarce**

Following the successful Trans-Mississippi and International Exposition in 1898, a group of investors raised enough money to purchase the grounds where the 1898 event was held, with the idea of holding a second exposition there. The Greater America Exposition opened on 1 July 1899, and there were seventy thousand admissions the first week. It remained open until 31 October. Despite its initial success the event was a commercial failure; it ended in bankruptcy, with approximately seven hundred creditors.



TRANS-MISSISSIPPI AND INTERNATIONAL EXPOSITION / bust of Dewey with head facing right; OMAHA vertically to left, 1898 vertically to right, and DEWEY below)

"HOW" WE REMEMBERED THE MAINE / (battleship in center)

NE-10 brass, 18mm, holed at top (unlisted) **Rare**

The Trans-Mississippi and International Exposition was held from 1 June 1898 to 1 November 1898. During that four month period more than two and a half million people came to view the four thousand exhibits on display. The purpose of the exposition (and Indian Congress, which was held during the same time), was to promote the developing west from the Mississippi River to the West Coast. By all accounts, the expo was a success.

NEWARK, NEW JERSEY



THE WHITEHEAD & HOAG CO. / ADVERTISING / NOVELTIES / (man in field with plow being pulled by two horses; trees and mountains in background) / NEWARK, N.J.

(bust of Dewey with head facing right) / ADMIRAL GEORGE DEWEY.

NJ-5 gilted brass, 28mm, holed at top (unlisted) **Rare**

The scene on the obverse of this token is very unusual, since it doesn't appear to have any connection with either Whitehead & Hoag or Admiral Dewey.

Formed in 1870 by Benjamin Whitehead and Chester Hoag, the company became a leading maker of badges and advertising novelties, as well as tokens and medals. Whitehead & Hoag was also the first manufacturer of celluloid pinback buttons, having patented the process in 1896. After the founders retired, the business was continued by their sons, Ray Whitehead and Phillip O. Hoag. The firm merged with the Bastian Brothers Company of Rochester, New York in 1959

AUBURN, NEW YORK



MODEL CLOTHING CO. / "FROM / MAKER / TO / WEARER" / AUBURN, N.Y.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-5 aluminum, 28mm (DFS 21; Rulau Aub 50) **Scarce**

A 1900 directory gives this company's address as 110 Genesee Street, with a factory and wholesale house at 132 and 134 North St. Paul Street, Rochester, New York. The business is described as "Manufacturers and Retailers of Men's and Boy's Clothing, also dealers in Hats, Caps and Gent's Furnishing Goods."



WASH CLOTHES / WITH / KIRKMAN'S / BORAX SOAP / BEST OF ALL / 1899

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-10 gilted brass, 32mm, holed at top (DFS 16; Rulau Bkn 35) **Common**

This is by far the most commonly encountered Dewey store card, and DFS recorded fifteen minor die varieties. According to DFS the company, Kirkman and Son, Inc., claimed "that there were 100,000 pieces struck over a period long enough to distribute such a quantity through their sales people."

It is not unusual to find this token with a red, white, and blue ribbon through the hole. Undoubtedly this was done so the piece could be hung from the lapel of the owner's coat. I have also seen an example of the token suspended from a brass pinback in the shape of an eagle with wings spread.

The company was established in 1837 and was purchased by Coalgate-Palmolive in 1929. Kirkman soap products continued to be offered until the mid-1950s. A trade card with the following poem shows Kirkman's address as 30 Catharine Street, New York.

Mary had a little lamb.
Its fleece was white as snow.
And plain it was to all her friends
The reason it was so.
For every morning when the sun
Had gilt the hillside slope
Mary would wash her little lamb
With Kirkman's Borax Soap.
And Mary's neighbors took the hint
And every single one
Went and bought Kirkman's Borax Soap
Before the day was done.

CLYDE, NEW YORK



BARNES, THE CLOTHIER / CLYDE, N.Y., / RELIABLE / TRADING PLACE / 1899.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-15 gilted brass, 32mm (DFS 2; Rulau Cly 5) Scarce

The Barnes Clothing Store was still operating in 1911. During that year the store suffered an armed robbery by two men, who were captured and sentenced to eight years in jail.

CORTLAND, NEW YORK



GOOD FOR 50c / ON ANY / CASH PURCHASE / OF \$10.00 / THE MODEL / CORTLAND

OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

NY-20 aluminum, 30mm (DFS 29A; Rulau Cor 30) Scarce



GOOD FOR 50c / ON \$10.00 CASH PURCHASE / MADE AT / "THE MODEL" / TYLER & SMITH, / CLOTHIERS. / CORTLAND, N.Y.

OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

NY-21 aluminum, 30mm (DFS 29B; Rulau Cor 31) Scarce

According to Rulau, directories of 1900-1902 list Tyler and Smith as clothiers.



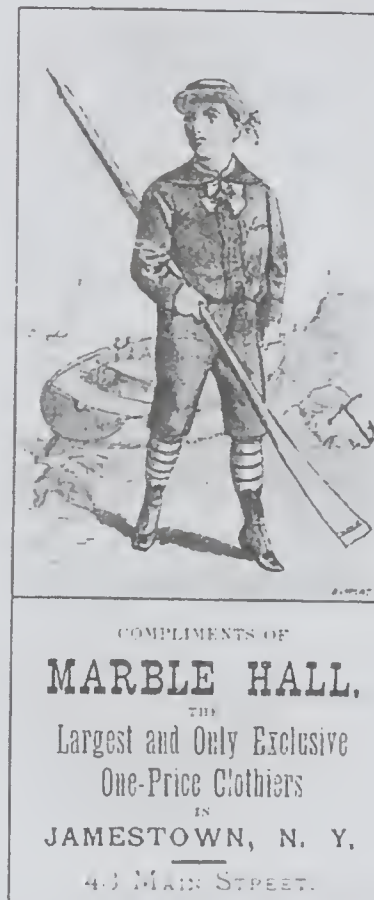
PECK BRO'S. CORTLAND'S RELIABLE DEALERS IN / FARMER'S SUPPLIES, / CARRIAGES, SLEIGHS & / HORSE FURNISHING / GOODS. / ALL GOODS / GUARANTEED.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-25 gilted brass, 29mm, holed at top (DFS 24; Rulau Cor 20) **Very Scarce**

This firm was owned by Linus W. Peck and Miles John Peck. A 1913 directory describes the Peck Furniture House as a retail furniture dealer, upholsterer, and manufacturer of mattresses. By 1918 the company was out of business, according to Rulau.

JAMESTOWN, NEW YORK



MARBLE HALL, JAMESTOWN / RELIABLE / TRADING / PLACE / 1899.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-30 gilted brass, 32mm (DFS 18, Rulau Jam 12) **Scarce**

The illustrated advertising trade card gives the address for this "one price" clothing store as 43 Main Street.



(bust of Fearnot facing slightly to left) / FRED FEARNOT.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-35 gilted brass, 32mm, holed at top (DFS 28; Rulau Nyk 42) **Common**

Three obverse and five reverse minor die varieties of this piece were recorded by DFS. The token was issued suspended by links from a gilted copper pinback bar with the words WORK AND WIN across it, although examples with the pinback bar still attached are seldom encountered.

Fred Fearnot was the hero of the popular dime novel series, *Work and Win*, "An Interesting Weekly for Young America," 1382 issues of which were published by Frank Tousey of New York City between 9 December 1898 and 29 May 1925. According to DFS, 50,000 tokens were struck, and in 1899 they were offered by mail to readers of the magazine for six cents in postage stamps. In 1900 readers were offered, for ten cents each, a token combining the Fred Fearnot die used to strike the token described above with a die featuring a bust of Evelyn Baylor, the series' heroine. This token is quite a bit scarcer than the Dewey piece.

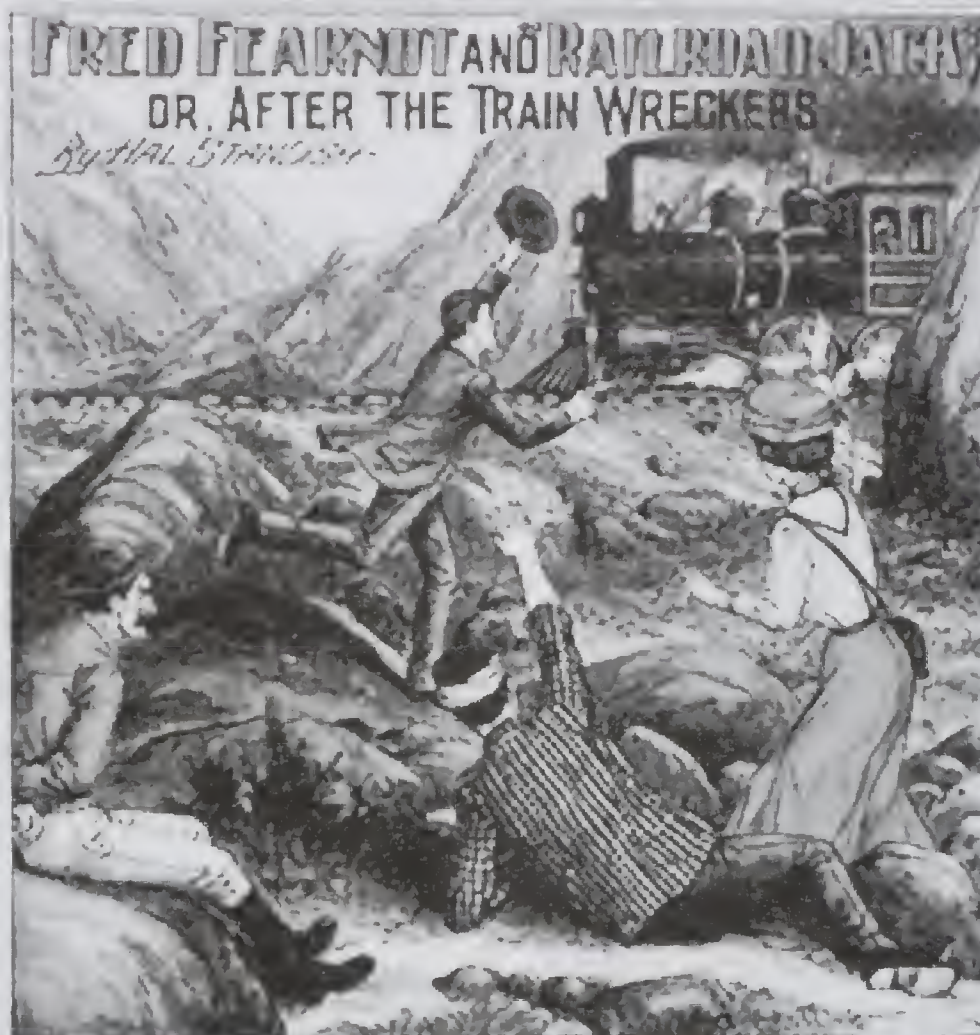
WORK AND WIN

An Interesting Weekly for Young America.

No. 661

NEW YORK, OCTOBER 18, 1907

Price 5 Cents



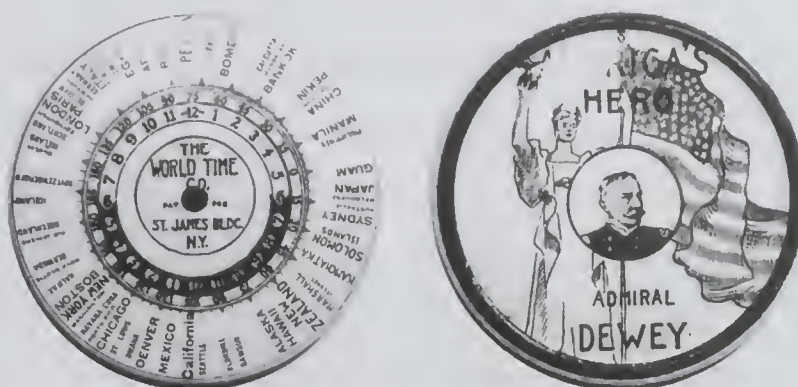
The cover on each *Work and Win* issue depicted an action scene relating to the subject matter within. The caption for this one, published in 1907, reads "Just then the express dashed into view, coming out of the canyon, and Fred sped forward, firing his revolver and waving his hat to attract the engineer's attention. If he failed, the train was doomed."

THE / TIME SOUVENIR / CO / PAT. APPL'D FOR / N Y (in center, on rotating disc which has two circles of numbers, one set representing the hours of the day and the other in degrees from 0 to 180 in either direction. Outside the disc, in a circle, are the names of various cities around the world)

THE NATION'S HERO / (in center, a four-star flag, superimposed on it, a bust of Dewey with head facing right) / ADMIRAL DEWEY

celluloid with metal rim, 53mm, holed at top. Manufacturer's signature printed on edge in small letters: THE WHITEHEAD & HOAG CO., NEWARK, N.J. (DFS 27) **Rare**

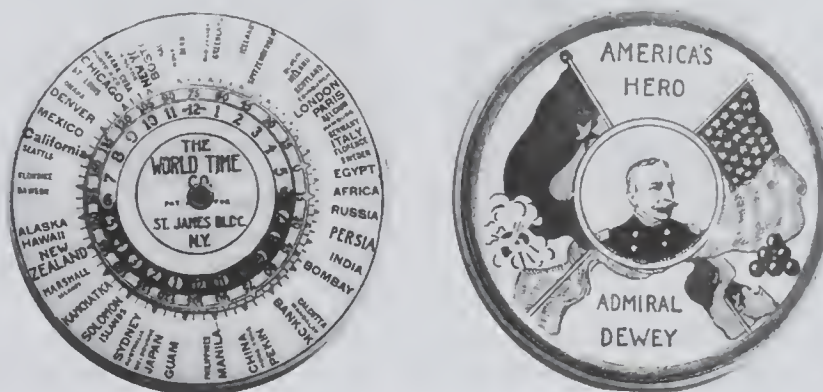
This piece was issued suspended from a red ribbon and a rectangular brass top pinback bar with the word SOUVENIR across it.



THE / WORLD TIME / CO. / PAT. APPL'D. FOR / ST. JAMES BLDG. / N.Y. (in center, on rotating disc which has two circles of numbers, one set representing the hours of the day and the other in degrees from 0 to 180 in either direction. Outside the disc, in a circle, are the names of various cities around the world)

AMERICA'S / HERO / (within circle in center, bust of Dewey with head facing right; behind and to the left, standing Liberty; to right, an American flag) / ADMIRAL / DEWEY

celluloid with metal rim, 53mm (DFS 33) **Rare**



THE / WORLD TIME / CO. / PAT. APPL'D. FOR / ST. JAMES BLDG. / N.Y. (in center, on rotating disc which has two circles of numbers, one set representing the hours of the day and the other in degrees from 0 to 180 in either direction. Outside the disc, in a circle, are the names of various cities around the world)

AMERICA'S / HERO / (within circle in center, bust of Dewey with head facing right; to the left, a Cuban flag; to right, an American flag) / ADMIRAL / DEWEY

celluloid with metal rim, 53mm. Printed on edge in small letters is the manufacturer's signature: THE WHITEHEAD & HOAG CO., NEWARK, N.J. (unlisted) **Rare**

The World Time Company "24 hour world clock," a large floor model with wooden case, featured a dial very similar in design to the obverse of the store cards described above (but without the company's name in the center). Below the dial, the day of the week, month, and date, were displayed on three separate panels.

ROCHESTER, NEW YORK



UNION CLOTHING CO. / ROCHESTER'S / RELIABLE / TRADING PLACE / 1899 (die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters at bottom)

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-50 gilted brass, 32mm (DFS 30; Rulau Roc 57) Scarce

The Union Clothing Company also issued an advertising token dated 1890 to promote their "honest values." In 1893 they published a sixty-four page book titled *Useful Information For Daily Use*, which they gave away to customers. It included a calendar, antidotes for poisons, facts for builders, tables of weights and measures, and much more. And, on every other page there was an advertisement for the company, which was located at the corner of Main and Water streets.

Per Rulau, "Union Clothing & Tailoring Co. appears in the 1890 directories, but not the 1900 ones. In the 1902 directory it is called Union Credit Clothing Co. and is owned by the Rose Brothers."

SYRACUSE, NEW YORK



DAKINS / BUSINESS / INSTITUTE / HERALD B'LD'NG / SYRACUSE, N.Y.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-55 gilted brass, 32mm, holed at top (DFS 7; Rulau Syr 9) Very Scarce

This school's advertisement in a 1906 Syracuse newspaper proclaims, "Bookkeeping, Shorthand Typewriting, Penmanship Etc., Thoroughly Taught. The reputation that this school has gained by giving everyone a 'SQUARE DEAL' and by furnishing students with the very best instruction obtainable, has placed it in the front ranks of the educational institutions of the country."



THE HOPKINS CO. INC. / CLOTHIERS / AND / TAILORS / 206 S. SALINA ST. / SYRACUSE

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-60 gilted brass, 28mm. (DFS 12; Rulau Syr 15) Scarce



SYRACUSE CHILLED / PLOW CO. / SYRACUSE, N.Y. / (plow) / A NATIONAL LEADER.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

NY-65 gilted brass, 32mm, holed at top (DFS 26a; Rulau Syr 36) Common

There is a variety of this token which is struck with similar but different obverse and reverse dies. Listed by DFS as 26b, it has a period after the town name instead of comma.

I have seen a Syracuse Chilled Plow Co. store card suspended from a brass pinback in the shape of a eagle with wings spread pinback. It is an interesting example of how the holed tokens were worn.

On 24 March 1874 John S. Robinson patented a process, which was possibly invented by Harry Wiard, for "chilling and carbonizing plow mould boards and other castings." He established The Robinson Chilled Plow Company in 1876 to manufacture plows utilizing this process. Three years later the name was changed to The Syracuse Chilled Plow Company, and by the early 1900s the business was turning an annual profit of nearly \$200,000. In 1911 the company was purchased by Deere and Company (better known as John Deere) for over \$400,000 in stock and nearly a million dollars in cash.

At the 1900 Paris Exposition the company won a gold medal, and they issued tokens to commemorate the event (see Rulau Syr 33 and Syr 34).



A postcard view of Syracuse Chilled Plow Company's factory.

CINCINNATI, OHIO



REAR ADMIRAL GEORGE DEWEY, U.S.N., COMMANDER-IN-CHIEF OF THE ASIATIC SQUADRON. / DO-WE / WANT TO BE OUTDONE? / NO!! / THEREFORE WEAR / THE / DEWEY / BRONZE MEDALLION / "HURRAH" / PROCESSION BADGE. / MANUFACTURED BY / JAS. MURDOCK, JR. / 116 LONGWORTH STREET / CINCINNATI, O. / HURRAH FOR THE HERO OF MANILA BAY.

REAL ADMIRAL GEORGE DEWEY U.S.N. / (bust of Dewey facing right) / JAS MURDOCK JR. CIN'TI O.
(manufacturer's signature in small letters beneath bust)

OH-5 cardboard obverse with printed inscription, embossed bronze reverse, 128mm Rare

This embossed shell card was issued suspended from a brass pinback in the shape of an eagle with wings spread

James Murdock had a long career as a die sinker. In 1861, after a period of employment with another well known Cincinnati die sinker, John Stanton, he went into business on his own. He later formed a partnership with William W. Spencer and purchased Stanton's business. The partnership was short-lived, and by 1870 Murdock had purchased Spencer's share in the business. In the early 1900s the firm became known as James Murdock Jr. & Company, and later as Murdock Stamp and Specialty Company.

Murdock is very well known to numismatists as a manufacturer of numerous Civil War tokens, and later as a maker of embossed shell cards, trade tokens, medals, coal mine and lumber company scrip, etc. His business was purchased by Wiley Osborne (Osborne Register Company) in 1920, but it is still listed in the 1930 *Donnelley's Industrial Directory* as Murdock Stamp & Specialty Company.

In recognition of his victory at Manila Bay, Commodore Dewey was made rear admiral, the rank shown on this piece, on 13 May 1898. Interestingly, on the similar Samuel Ward Company piece from Boston, also produced by Murdock, Dewey is referred to simply as "Admiral," a rank he attained on 8 March 1899. By act of Congress, on 2 March 1899 the rank of "Admiral of the Navy" was created. Dewey was so commissioned on 24 March 1903, and it was made retroactive to 2 March 1899. He was the only person to ever be designated as such.



"AVENGERS OF THE MAINE" / (in center, busts of Dewey, Miles, Sampson, and Shafter; the surname of each is below his bust) / WM. VETTER, 116 E. PEARL ST. CINTI, O.

"REMEMBER THE MAINE" / (ship steaming right) / DESTROYED FEB. 15, 1898

OH-10a aluminum, 38mm (DFS 32a and b; Rulau Cin 130) **Scarce**

OH-10b brass, 38mm (DFS 32c; Rulau Cin unlisted) **Rare**

There are two obverse die varieties. An easy way to tell them apart is by the surname "Miles" under his bust: on one variety the letter "M" touches the border, while on the other it does not.

Per DFS, William J. Schultz, a numismatist in Cincinnati, contacted Vetter and was informed that he gave the tokens, which were struck by James Murdock, Jr., to his saloon customers in 1898. In 1938 Vetter was still operating a cafe at the address on his token. Murdock's son recalled the tokens, and told Schultz that "all the old dies were sold for junk at auction."

I have not seen the brass piece. It is listed by DFS as such, but they quote Schultz as saying the tokens were struck "in aluminum and brass plated." They also mention a 1937 Schultz price list, where an example is described as "brass, gold plated."

COLUMBUS, OHIO



KELLY HIGH BALL / THE / ELIXIR / OF LIFE / COOLING / & / REFRESHING. / MADE FROM KELLY PRIVATE STOCK

DEWEY DAY SOUVENIR / (bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / COLUMBUS OHIO JUNE 7-1900

OH-15a gilt brass, 32mm, holed at top (unlisted) **Very Scarce**

OH-15b gilt brass, 32mm, unholed (DFS unlisted; Rulau Col 13) **Rare**

A corkscrew in the shape of a miniature bottle has a label that reads "Call for D. Kelly's Private Stock, Finest Whiskey Sold, Columbus, O."

Gaylor Lipscomb lists this issuer as CO4110 in his catalog, *Ohio Merchant Tokens*. He misspells "Elixir" as "Elixer," and Rulau repeats the error. It is not known whether the token cataloged by Lipscomb was holed or unholed.

SCRANTON, PENNSYLVANIA



COMPLIMENTS OF THE LEADER / (Olympia steaming right) / SCRANTON. 1899.

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

PA-5 gilt brass, 32mm (DFS 17; Rulau Scr 4) **Very Scarce**

PAWTUCKET, RHODE ISLAND



WE WILL REDEEM THIS FROM ANY DEALER AT 5c / 5c / HOUSTON'S / HAND MADE / 5c CIGAR / F J HOUSTON. / PAWTUCKET, R.I.

OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

RI-5 aluminum, 30mm (DFS 13; Rulau Paw 2) **Very Scarce**

A 1905 Pawtucket directory lists the firm of Houston and Collins as cigar manufacturers. By 1919 they were out of business.

WHEELING, WEST VIRGINIA



ALEXANDER, GOOD SHOES / (warship *Olympia* steaming to right) / WHEELING 1900

(bust of Dewey with head facing right; die sinker's signature, W. & H. CO. NEWARK, N.J., in tiny letters below) / ADMIRAL GEORGE DEWEY.

WV-5 gilted brass, 32mm (DFS 1; Rulau Whe 1) **Rare**

Gibson Lamb Cranmer, in his 1902 *History of Wheeling City and Ohio County, West Virginia and Representative Citizens*, writes "Seaton Alexander started in the shoe business at the age of fourteen years, and had seven years experience in that business before he located in Wheeling. After settling in Wheeling he worked for the J. H. Locke Shoe Company for a period of eight years, and in November, 1889, engaged in business for himself, under the firm name of Alexander & Company, being associated with the Vance Shoe Company until 1899. At that time he took George J. Mathison into partnership, and they are now doing business at No. 1049 Main Street. Mr. Alexander's store is purely retail, and is the largest store of the kind in Wheeling. He carries an immense stock, which occupies the space of two floors. Ten people are employed regularly to assist him, and on Saturdays and during the busiest seasons five or six extra hands are engaged. This firm also owns and operates the Walkover Shoe Company at No. 1351 Market Street." Seaton was a founder of the Retail Shoe Salesmen's Institute, and in 1920 served as a consultant to that organization. His business was still going strong in 1941.

MILWAUKEE, WISCONSIN



MILWAUKEE / (dancing jester; 18 to left and 99 to right) / CARNIVAL

HERO OF MANILA / (bust of Dewey with head facing right) / ADMIRAL GEO. DEWEY

WI-5 brass, 18mm, holed at top (unlisted) **Rare**

The Milwaukee Carnival was held 27-30 June 1899. It was the second such event, the first being held the previous year to celebrate the 50th anniversary of Wisconsin's statehood. According to an Internet article by the Milwaukee Public Library, the 1899 Carnival was described in a newspaper as follows: "The Carnival is a unique institution. It is not organized for the purpose of bleeding a gullible public. It is organized purely and simply to give the people a good time. It is Milwaukee's contribution to the amusement of the world." The day this picture was taken, June 28, events included a floral parade with 75 decorated carriages reviewed by Theodore Roosevelt, then governor of New York. There were also masked parades, concerts and a boxing tournament. Besides being a summer outing that attracted more than 100,000 visitors, the carnival provided a great way to laud Milwaukee as a good place to live and work."

TWO RIVERS, WISCONSIN

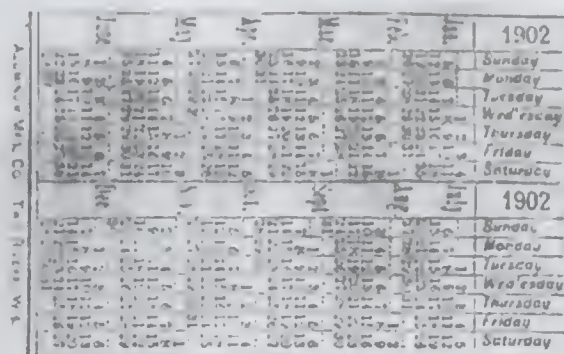


COMPLIMENTS / ALUM. MFG. CO. / TWO RIVERS / WIS. / MANUF'S OF ALUMINUM COMBS

MANILA MAY 1ST 98. / (bust of Dewey with head facing right) / ADMIRAL DEWEY

WI-10 aluminum, 29mm (unlisted) **Rare**

The Aluminum Manufacturing Company was founded in 1895 by Joseph Koenig. It was the first company in Wisconsin to do aluminum fabricating. Among the many items it manufactured was an aluminum set of playing cards for the 1904 St. Louis World's Fair. The firm went through various name changes and mergers, eventually becoming the Mirro Company.



Issued by the Aluminum Manufacturing Company, this 1902 advertising calendar is, appropriately enough, made of aluminum.

HAMILTON, ONTARIO, CANADA



THE SMOKER'S PRIDE / BARRISTER / CIGARS. / SOLD FROM / MAINE TO CALIFORNIA.
 OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY
 CD-5 aluminum, 30mm (DFS 3a and 3b. Rulau unlisted) Very Scarce



There are two reverse die varieties. The easy to tell them apart is by the bottom of the letter "Y" in "Country's." On variety a it is very noticeably double cut, while on variety b it is not. Also, the apostrophe on variety b is much higher than on variety a. There are other minor differences

A post card postmarked 1908 pictures "The Home of the Barrister Cigar/Hilda Cigar Factory." The Hilda Cigar Factory was located in Hamilton, Ontario, Canada. Based on the fact that the token's inscription includes the words "Maine to California" I assume they had an office or sales agent in this country, probably in New England, but so far I have not been able to substantiate this theory.

LOCATION UNKNOWN



GOOD FOR \$1.00 / IN / DEWEY / STAMPS / BY MAKING A CASH / PURCHASE OF 50 CENTS / OR MORE AT
ANY STORE / GIVING OUR STAMPS / BESIDES THE / REGULAR AMOUNT / YOU ARE / ENTITLED TO
OUR COUNTRY'S PRIDE / (bust of Dewey with head facing right) / ADMIRAL DEWEY

UN-5 aluminum. 30mm (DFS 31; Rulau unlisted) **Very Scarce**

The "Our Country's Pride" reverse die utilized to strike this token suggests that it emanated from someplace in New England or New York, since that is where all but one of the other listed tokens with this reverse emanated from.

It has been proposed that the "Camp Dewey" stamps (one of which is illustrated below) depicting Admiral Dewey to the left and a battleship in the center, are the stamps referred to on the token. However, Camp Dewey was not established until 1916. It was located at Prudence Island, Rhode Island (near New London, Connecticut, which is the location cited on the stamps), and was one of the training schools for the U.S. Junior Naval Reserve. It seems very unlikely that these stamps, which have "10c" denominations and are found in various colors, have any connection with the token.



INDEX BY MERCHANT NAME

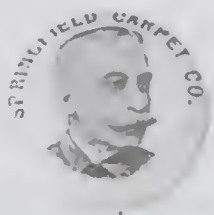
Alexander, Good Shoes	Wheeling, West Virginia
Alum Mfg. Co.	Two Rivers, Wisconsin
Armstrong M. F. & Co., Oyama Whiskey	Boston, Massachusetts
Barnes, The Clothier	Clyde, New York
Barrister Cigars	Hamilton, Ontario, Canada
Bond, M. N.	Muscataine, Iowa
Bucklen & Co., H. E.	Chicago, Illinois
Charter Oak Stoves & Ranges	St. Louis, Missouri
Chicago Fall Festival	Chicago, Illinois
Dakins Business Institute	Syracuse, New York
Dave & Dick's	Canton, Illinois
Dewey Stamps	Location Unknown
Eagle Cotton Gin Co.	Bridgewater, Massachusetts
Fancuil Hall Chop House	Boston, Massachusetts
Fargo, Edwin A. & Co.	Attleboro, Massachusetts
Fearnot, Fred	New York, New York
Greater America Exposition	Omaha, Nebraska
Griesheimer & Co.	Chicago, Illinois
Griesheimer, Fred., Clothier	Chicago, Illinois
Hanson, C. H.	Chicago, Illinois
Hopkins Co.	Syracuse, New York
Houston, F. J.	Pawtucket, Rhode Island
Iowa State Fair	Des Moines, Iowa
Kann's Busy Corner	Washington, D.C. & Baltimore, Maryland
Kelly High Ball	Columbus, Ohio
Kirkmans Borax Soap	Brooklyn, New York
Leader, The	Scranton, Pennsylvania
Marble Hall	Jamestown, New York
Mardi Gras	New Orleans, Louisiana
McLain Bros & Co.	Chicago, Illinois
Meara Bros. & Co.	Torrington, Connecticut
Milwaukee Carnival	Milwaukee, Wisconsin
Mint, The	Boone, Iowa
Model, The	Cortland, New York
Model Clothing Co.	Auburn, New York
Murdock, Jas., Jr.	Cincinnati, Ohio
National Peace Jubilee	Washington, D.C.
National Peace Jubilee	Chicago, Illinois
National Protective Society	Bay City, Michigan
Peck Bros.	Cortland, New York
Pitts'g Alum. Co.	San Francisco & Los Angeles, California
Syracuse Chilled Plow Co.	Syracuse, New York
Time Souvenir Co.	New York, New York
Trans-Mississippi and International Expo.	Omaha, Nebraska
Tyler & Smith, "The Model"	Cortland, New York
Union Clothing Co.	Rochester, New York
Vetter, William	Cincinnati, Ohio
Ward, Samuel Company	Boston, Massachusetts
Webb's, E. M.	Hartford, Connecticut
Whitchad & Hoag	Newark, New Jersey
World Time Co.	New York, New York

ADVERTISING CELLULOID PINBACK BUTTONS

Although celluloid was invented in the 1860s, the first celluloid pinback buttons were not produced until 1896. The patent, which was issued that year, was owned by the Whitehead and Hoag firm of Newark, New Jersey, and by the time of Admiral Dewey's victory, that company was extensively manufacturing pinbacks.

Many celluloid pinback buttons were produced with Dewey's portrait. Most were patriotic in nature, but a number of business establishments issued them to advertise their products or services. Since many token collectors also have an interest in pinbacks, it seems appropriate to mention them here even though they are not really numismatic. Representative examples are illustrated below.

Most advertising pinbacks having Dewey's portrait (or mentioning him) are scarce or rare. The notable exception is the one issued by the Prudential Insurance Company, which is easily obtainable.



Springfield Carpet
Company
(Springfield, Illinois)



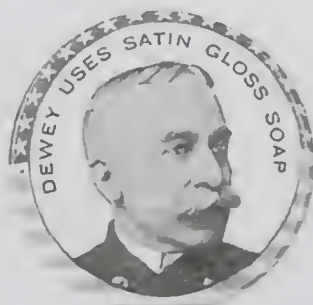
Burkhardt's Pharmacy
New York, New York



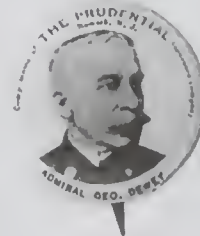
The Bradbury Piano
(New York, New York)



Palace Furniture Company
Wheeling, West Virginia



Satin Gloss Soap
(David S. Brown
and Company,
New York, New York)



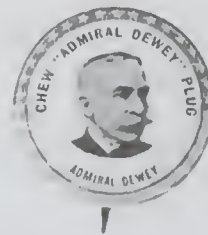
Prudential
Insurance Company
Newark, New Jersey



Boston Idea Cigars



Buffalo Cigar Company
(M. Breitweiser and
Brothers
Buffalo, New York)



"Admiral Dewey" Plug



